



the inbounder **Global'18**

The Actionable Digital
Marketing Conference

THE MUST-ATTEND
DIGITAL MARKETING
EVENT IN EUROPE

25-26 APRIL

PALACIO MUNICIPAL DE CONGRESOS
MADRID

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WWW.THEINBINDER.COM

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WHAT IS THE INBOUNDER?

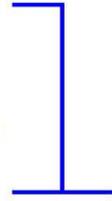
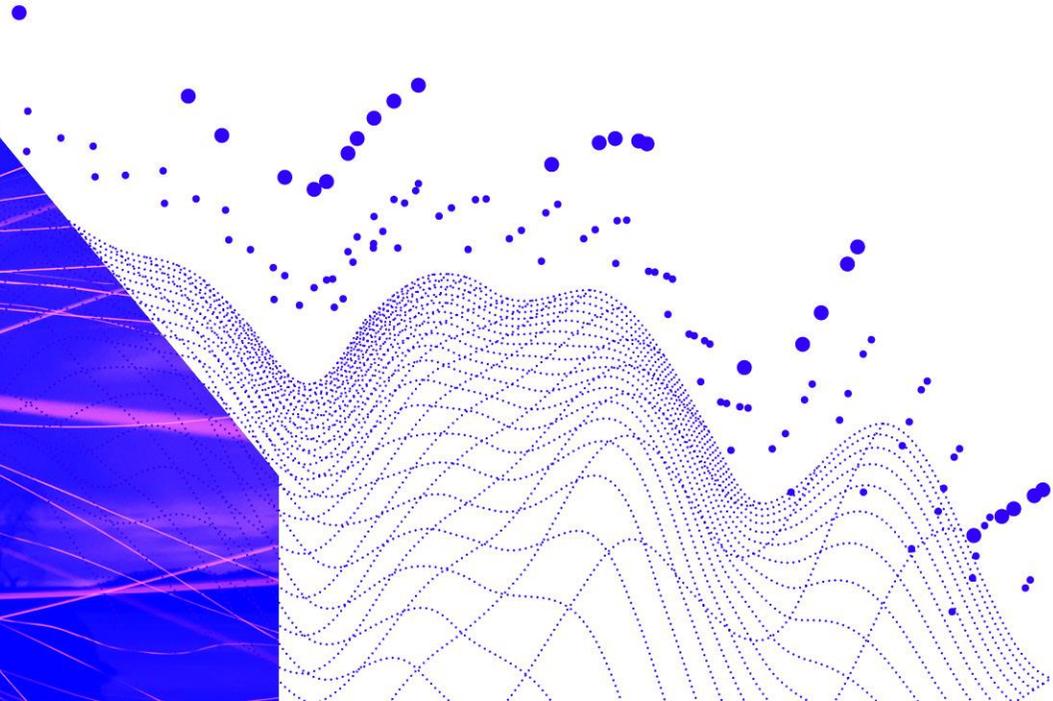
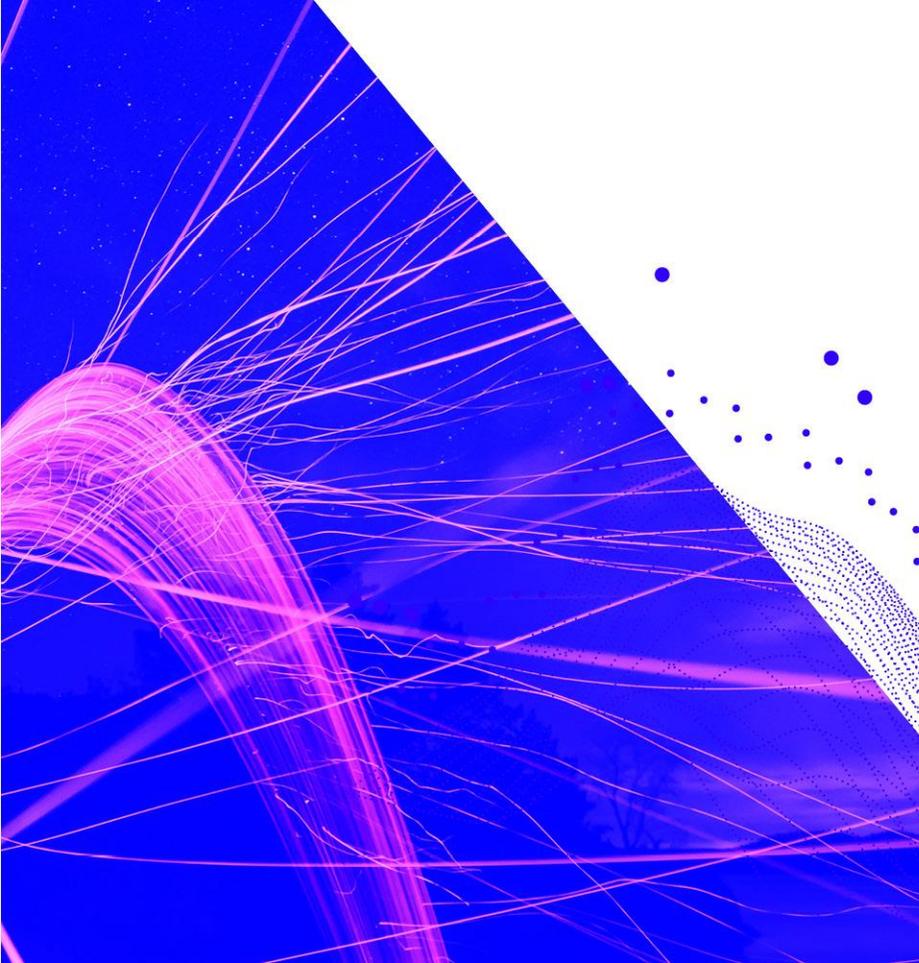
The Inbounder is the result of a union between diverse professional experts in different disciplines of web marketing. **It is the place where marketing is shared and not where marketing is discussed.**

The Global Conference 2016 brought together more than **20 relevant international speakers** in its sector, sharing experiences, concerns, reflections, tricks and visions about the digital universe in its first edition in Ciudad de las Artes y las Ciencias in Valencia.

After the success of 2016, with the attendance of more than **1,300 people**, the goal has been to take this movement to other cities and in different formats such as our 2016 Roadshow, the 2015 Think Tank and, this year, the 2017 World Tour, which has taken place in **Madrid, London, New York and Milan.**

The Inbounder has become one of the most relevant Digital Marketing conferences in the world. In Spain, it is considered one of the Top 10 most important to attend.





GLOBAL CONFERENCE / 2016

SPEAKERS 2016



BAS VAN DEN BELD:
"It's a great event. It has been growing exponentially, and is becoming **very big**"

Marketing consultant, trainer, speaker. Founder
[@stateofdigital](#)
[@speakpersuasion](#)



RAND FISHKIN: "I am totally impressed with **The Inbounder**. The public is phenomenal, very committed. Thousands of spectators, dozens of speakers, the best in the subject of Marketing. **It's amazing what happened to this event**"

Co-Founder and Unique Contributor at Moz



WIL REYNOLDS: "This event is really impressive, you have been able to bring speakers like Rand (Fishkin), Bas ... who are such important people..."

CEO of Seer



SPEAKERS 2016

WILL CRITCHLOW: "I was very impressed with what the team has achieved here, being able to see people from all over the world, with such a diverse audience"

CEO and Founder
of Distilled



FERNANDO MACIÁ: "Will Critchlow or Rand Fishkin, are people I've been following for some time, I've seen them in London or Miami, **but never in Spain. Having these cracks, which are genuine number ones worldwide in Digital Marketing, seems to me a unique opportunity that should not be missed.** I feel privileged and really honored to share the stage with them"

Founder and CEO of the online marketing consultancy Human Level Communications



SPEAKERS 2016

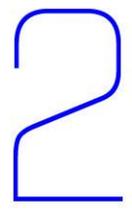
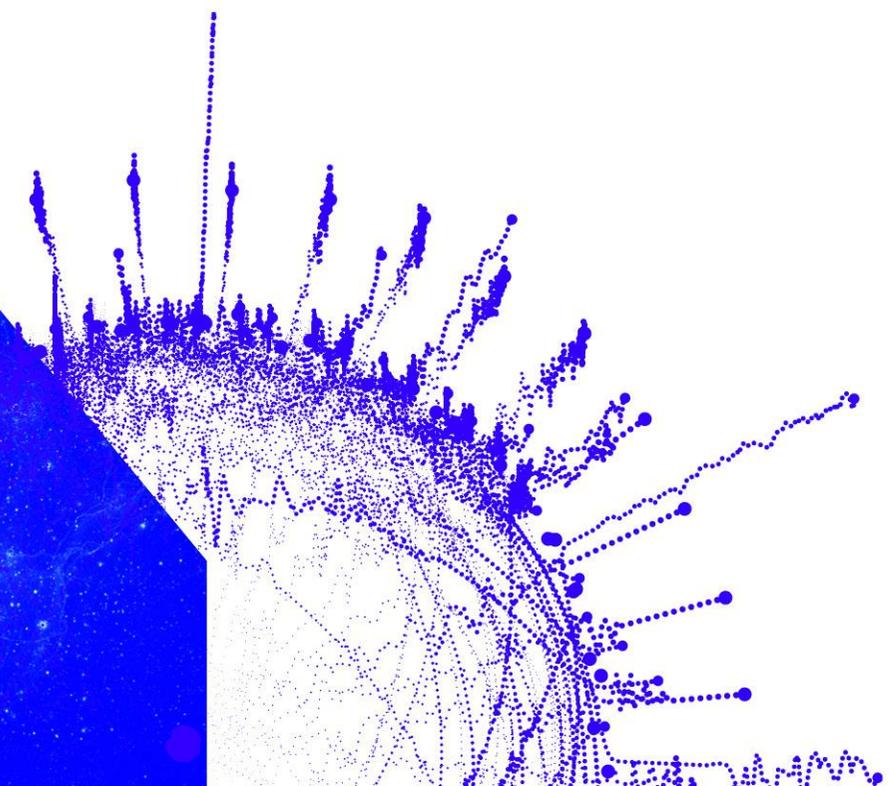
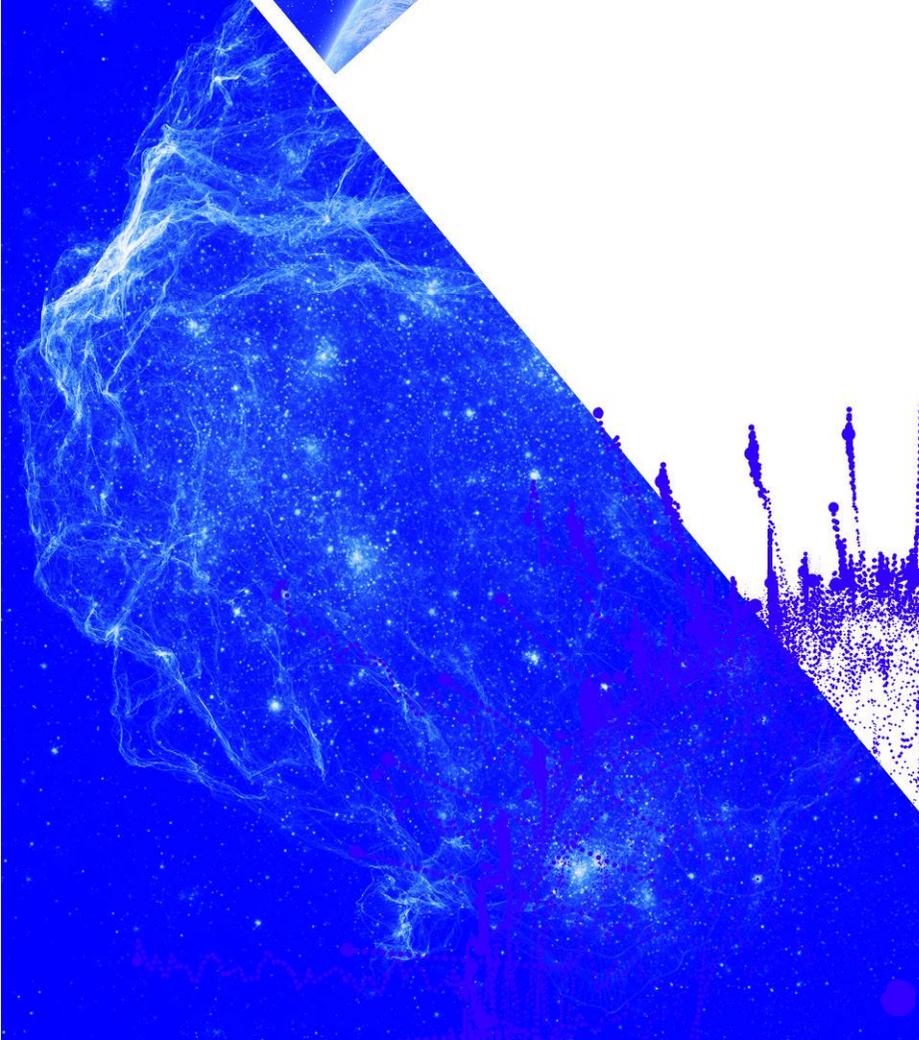
RICARDO TAYAR: "Beautifully organized. We are surprised by the number of countries attending because of the international speakers, which is very good because it gives you other optics and you can learn from people who do the same as you, but in other countries"
Founding Partner of Flat 101



ALEYDA SOLIS: "I think it's the highest level event I've seen in Spain, with such high level speakers, who share information, creating more value for the audience"

International SEO consultant
at Orainti

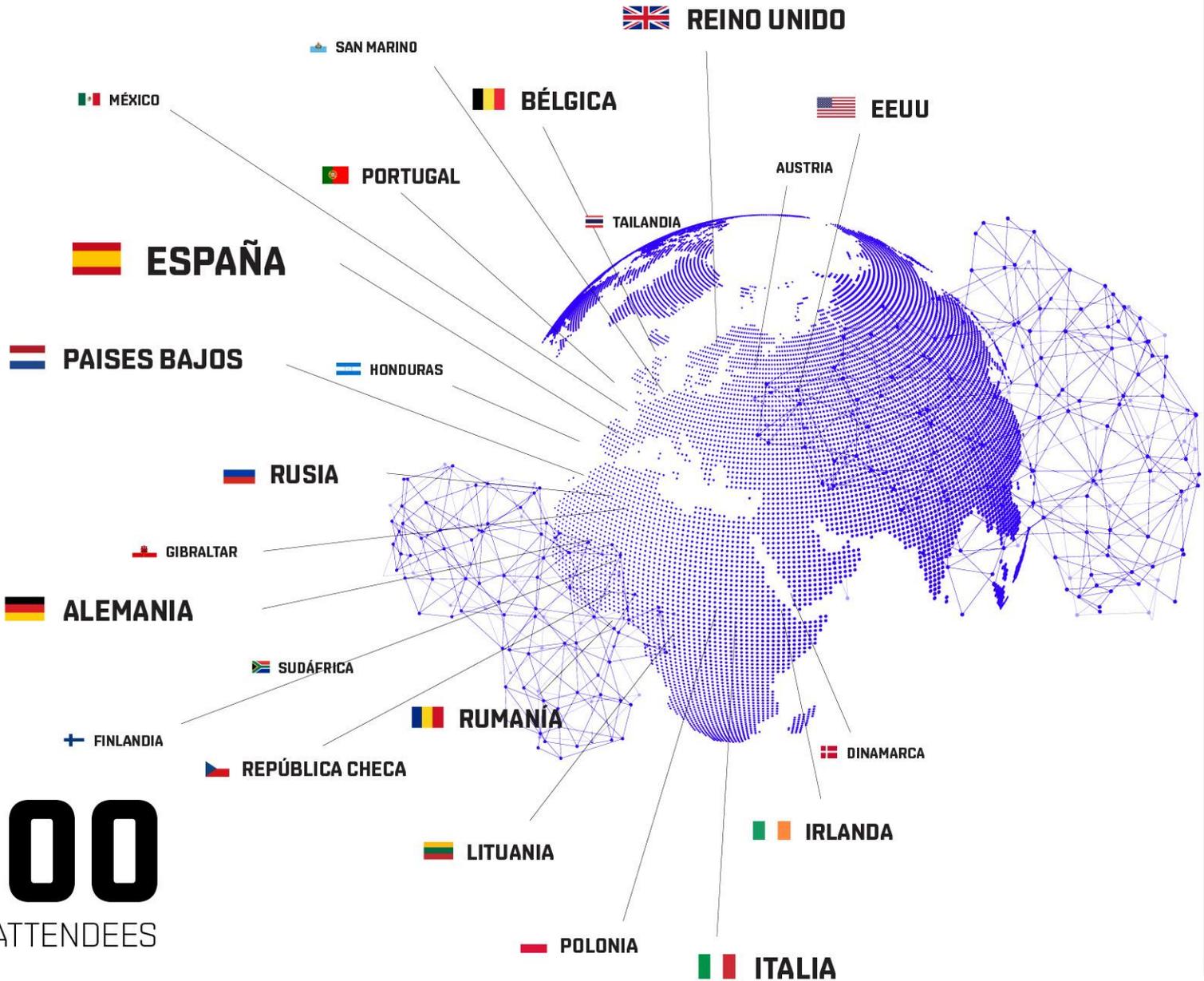




THE AUDIENCE / 2016

GLOBAL SCOPE

25
COUNTRIES



+1.000
ATTENDEES

PROFILE OF ATTENDEES

PROFILES:

60% Digital Marketing Agencies (SEO, Social Media & Email Marketing), 30% big brands, 10% small and medium businesses, 10% freelance (journalists, bloggers, CM).

SECTORS:

Marketing, tourism, fashion, etc.

60%
DIGITAL MARKETING
AGENCIES

MARCAS:

NH Hotels
BBVA
Google
Coca-Cola
Keraben
Pollos Planes
Laboratorios
BABÉ
Universidad
Europea
IKEA
Zalando
Hofmann
LogiTravel
Lanzadera
Mango
Chovi
L'Oréal
MARIE CLAIRE
El Corte Inglés



45,2 K followers

@cinacio06: What a great #Networking When so many cracks gather, only good things can come out. Thank you #theinbunder



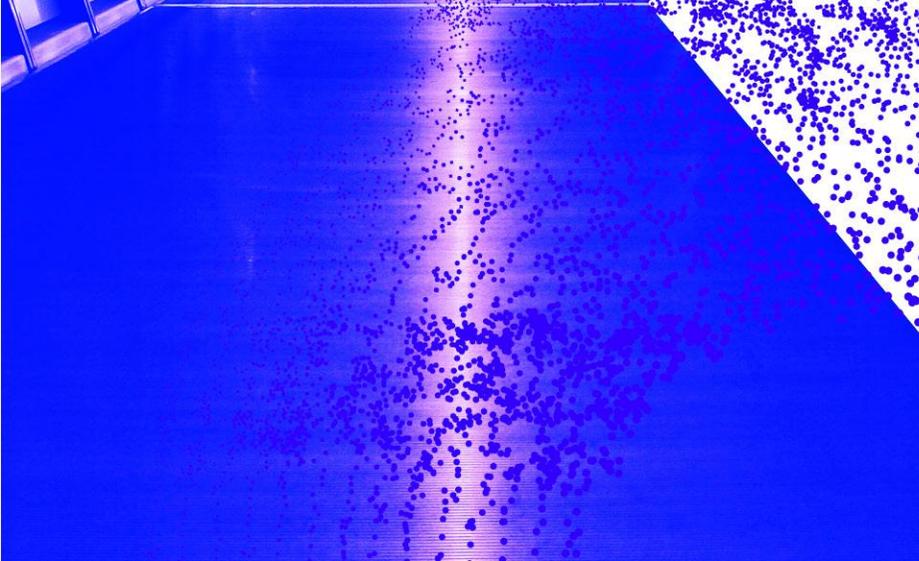
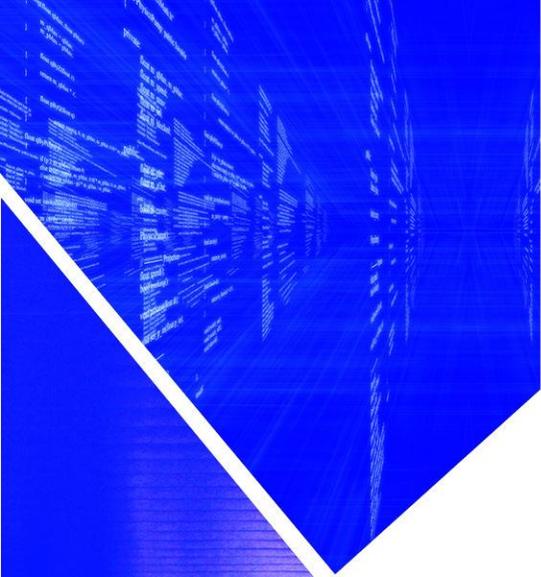
16,2 K followers

@senormunoz: How could it be otherwise: spectacular #TheInbunder



20,7 K followers

@javimonsalupe: GRACIAS A TODOS! #TheInbunder ES TRENDING TOPIC EN MENOS DE 1 HORA DEL DESPEGUE.



MEDIA SCOPE / 2016

IMPACT ON
SOCIAL NETWORKS

The event became trending topic on Twitter and got a big spread in social networks.



56.425.213

IMPRESSIONS

1.057.213

SINGLE USERS
ACHIEVED

701.170
@theinbounder

1.019.865
#theinbounder

11.787



MOST USED
WORD

#theinbounder

**MEDIA
PRESENCE**

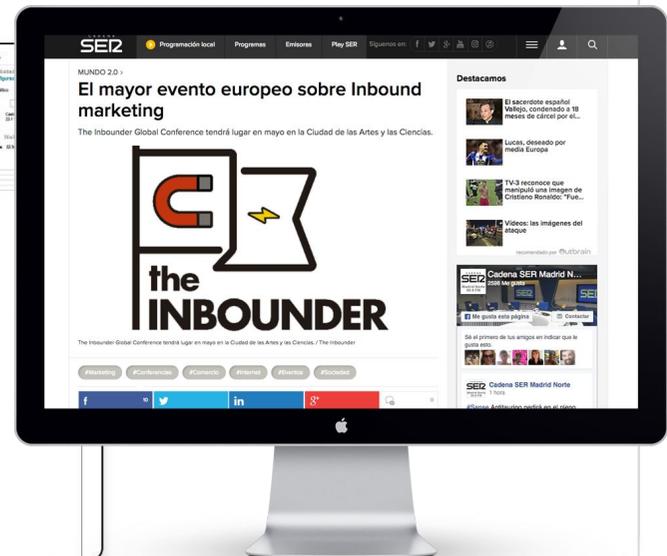
Great media coverage by **the main national and international media**, such as **El Mundo, ABC, Cadena SER, Diario Información, Levante** or **Wizards of the Coast**, among others, who considered it "the biggest Inbound Marketing event in Europe".

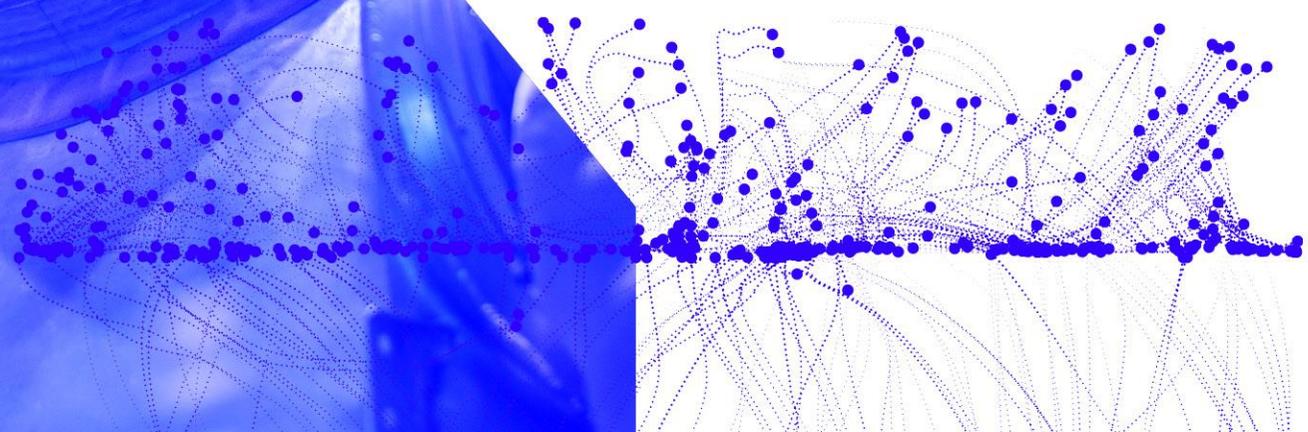
ABC
C. Valenciana

EL MUNDO

Levante
EL MERCANTIL VALENCIANO

**CADENA
SER**





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WHAT'S NEXT / 2018

April 25-26, 2018

PALACIO MUNICIPAL
DE CONGRESOS, MADRID



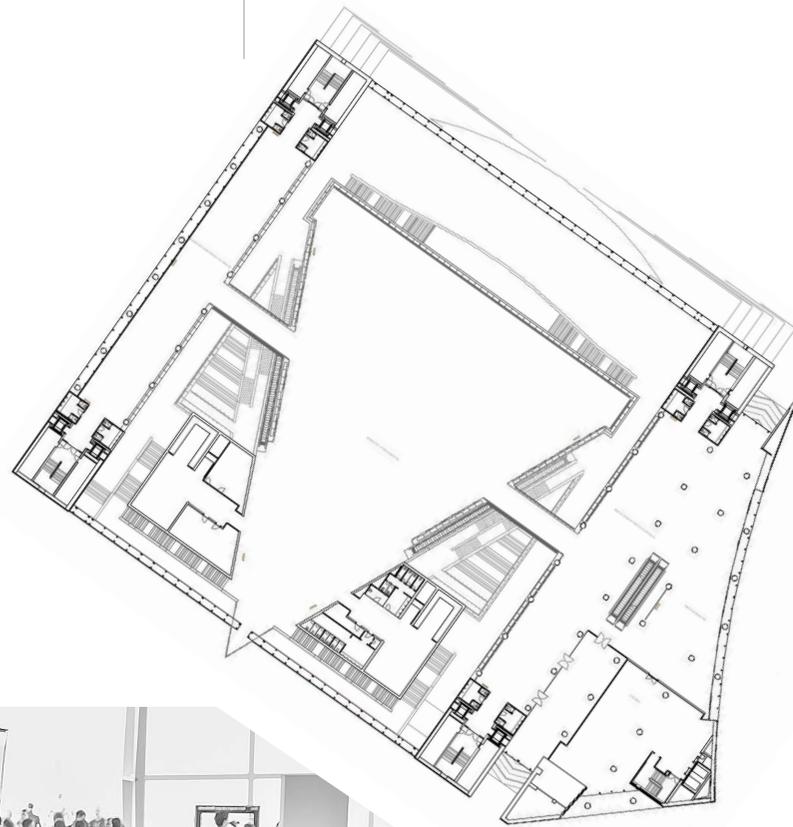
The Inbounder 2018 returns with very practical sessions, with the latest in strategy and future of digital marketing.

All the speakers (50% men and 50% women) are keynotes, the best experts in their respective subjects: Rand Fishkin, Aleyda Solís and Cindy Krum (SEO), Joanna Lord (Growth), Purna Virji and Marcus Tandler (Digital Trends), among others.

This year, the event innovates with a new thematic area: **Conversion Rate Optimization**, with speakers such as Talia Wolf, Oli Gardner and Peep Laja. **These sessions will provide the keys to getting conversions to branding and traffic generation efforts.**



EVENT LOCATION



WHY MADRID?

Modern infrastructures, avant-garde facilities, great hotel capacity, booming culture and good climate ... All these ingredients have made Madrid the Spanish business capital.

Madrid plays host to the headquarters of 90% of Spain's largest companies and is the third largest European city in terms of presence of multinationals, making it a great worldwide showcase for presenting products and business proposals.

**SPEAKERS
& AGENDA**

Of the 24 international speakers that we expect, **17 have already been confirmed:**

- RAND FISHKIN
- MIKE KING
- ALEYDA SOLIS
- JONO ALDERSON
- VALENTINA FALCINELLI
- PURNA VIRJI
- JOANNA LORD
- MELANIE DEZIEL
- TALIA WOLF
- RICARDO TAYAR
- WIL REYNOLDS
- CINDY KRUM
- GIANLUCA FIORELLI
- PEEP LAJA
- OLI GARDNER
- KRISTA SEIDEN
- IAN LURIE



- STRATEGY
- SEO
- CRO
- CONTENT
- ANALYTICS
- SOCIAL MEDIA
- PPC
- INBOUND MARKETING
- EMAIL MARKETING
- INNOVATION
- MOBILE MARKETING
- DIGITAL TRENDS
- SEARCH
- ENTREPRENEURSHIP

DISTRIBUTION
OF AREAS

Registration
Area



Afterwork

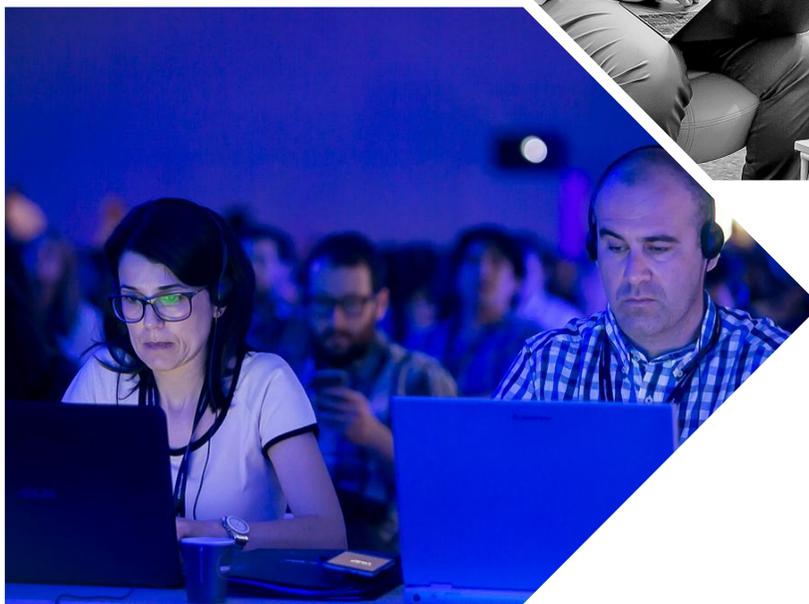


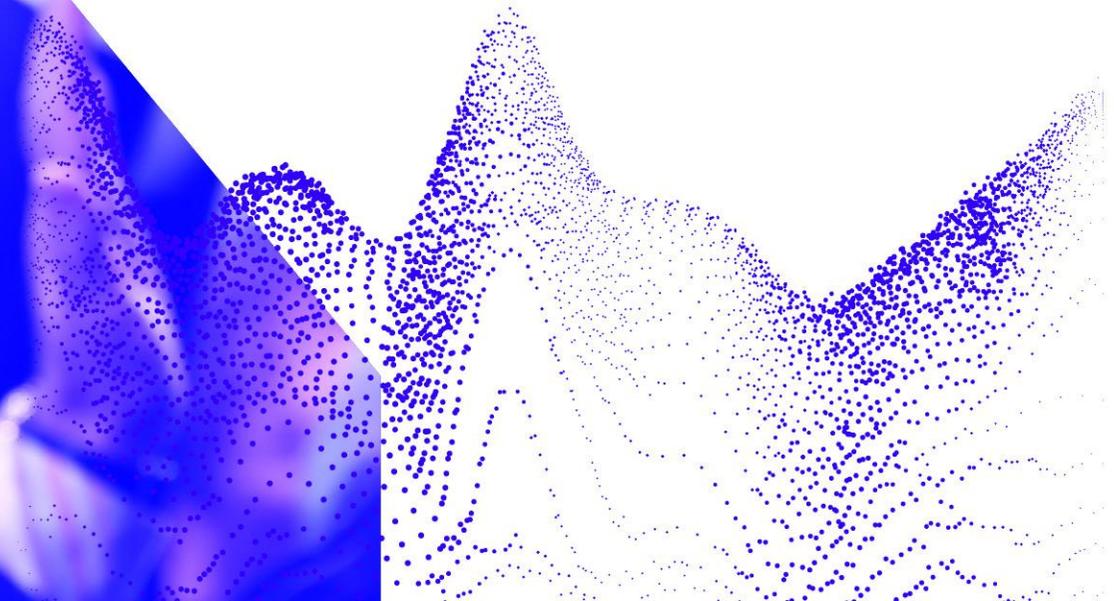
Conference
room



Catering service,
audiovisual support,
security and Press area

Networking Area:
Sponsors,
audiovisual and
break area





SPONSORS

WHY SHOULD YOUR COMPANY BE SPONSOR?



1. Because marketing managers and executives (both in business and in agencies), who make budget decisions about online tools and services, **are the audience for The Inbounder.**



2. Because The Inbounder is an **international conference that has a wide media reach.**



3. Because the **videos** will extend the exposure of your **brand**, allowing it to be exposed to a **global audience of digital marketing professionals.**



4. Because **you can associate your brand with worldwide referents** that offer innovative and practical solutions in digital marketing.



5. Because you will achieve **the international projection of your brand** through the participants' social media accounts

SPONSORS OF THE GLOBAL
CONFERENCE 2016



WE PROUDLY SUPPORT



**BRANDS THEY HAVE ALREADY CONFIRMED
THEIR PARTICIPATION**

Partners Oficiales:

WAM y MPULL



WWW.THEINBOUNDER.COM

Partner Institucional:
Ayuntamiento de Madrid



Media Partner:
Unidad Editorial



Partner Académico:
IE Executive Education



Asociaciones vinculadas:
DEC y MKT





SIT BACK,
RELAX,
AND ENJOY
THE FUTURE

Thank you!

www.theinboulder.com